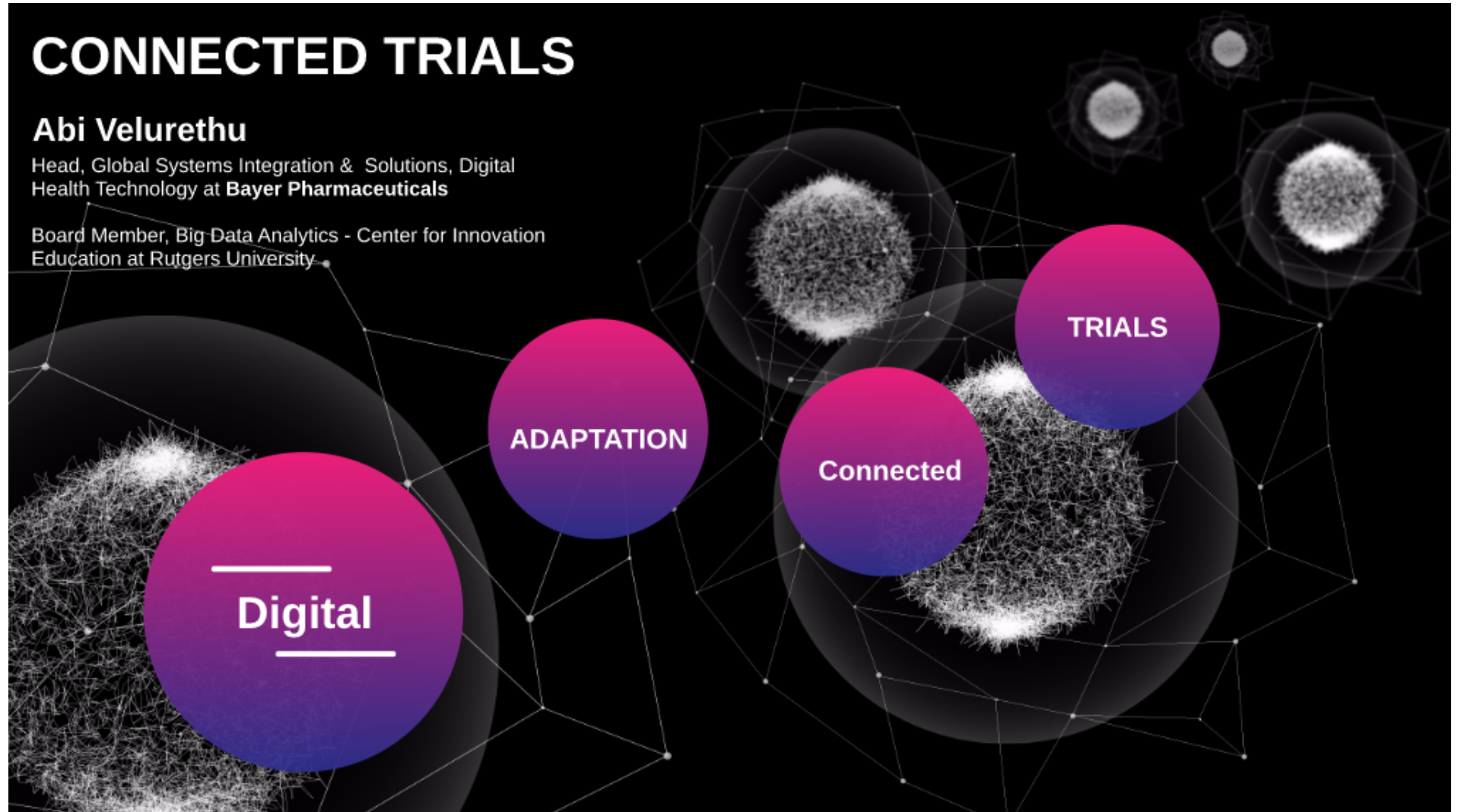


CONNECTED TRIALS

Abi Velurethu

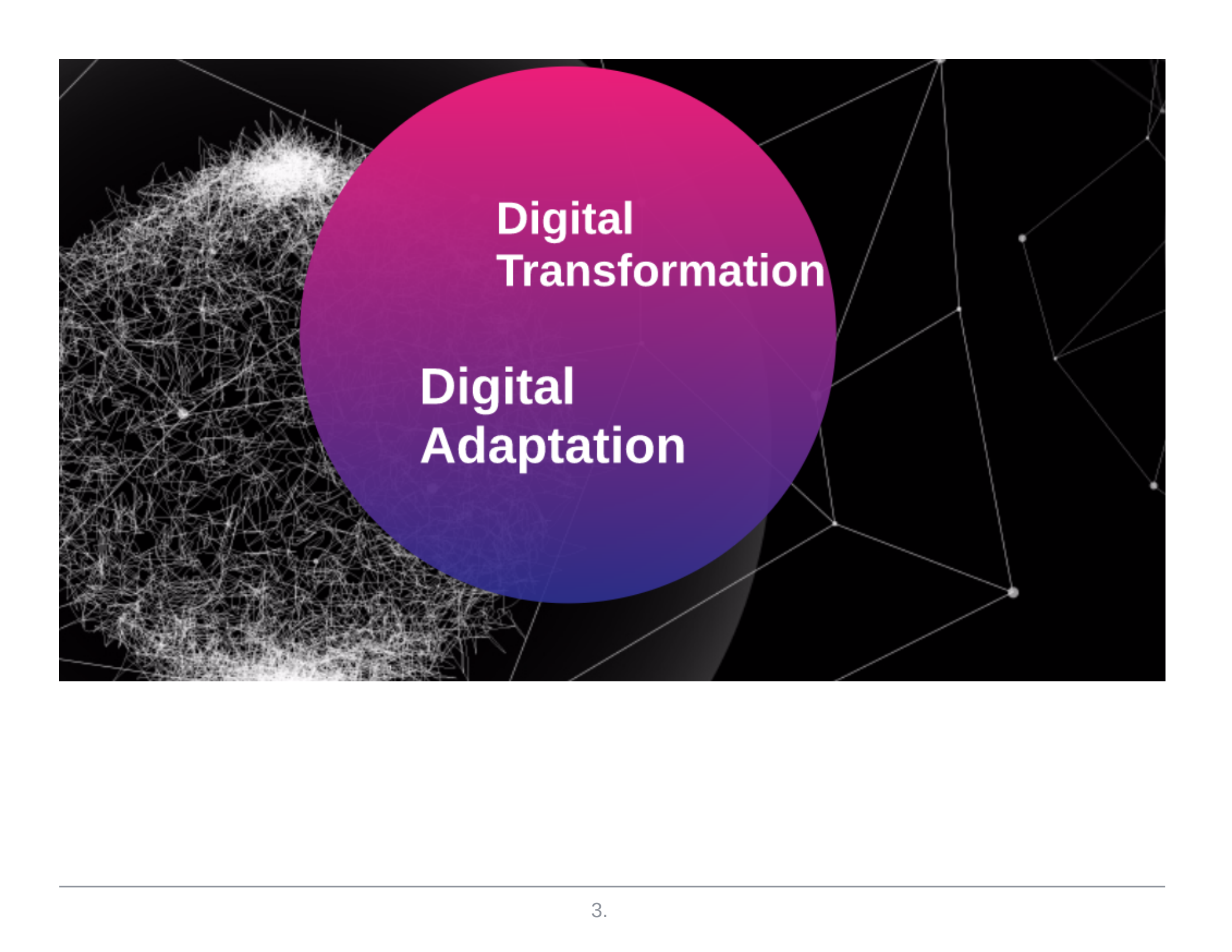
Head, Global Systems Integration & Solutions, Digital Health Technology at **Bayer Pharmaceuticals**

Board Member, Big-Data Analytics - Center for Innovation Education at Rutgers University



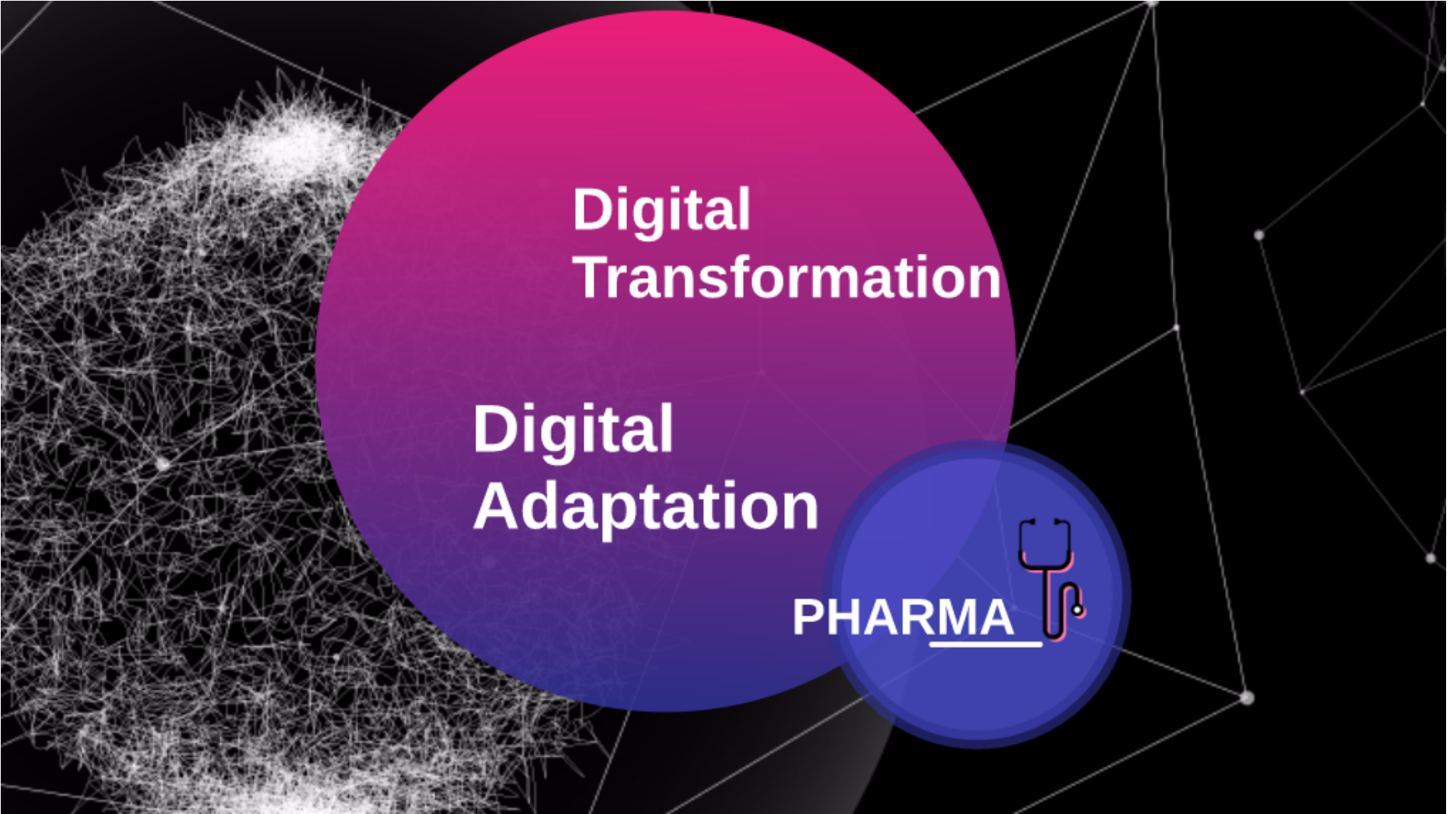


Digital Transformation



**Digital
Transformation**

**Digital
Adaptation**



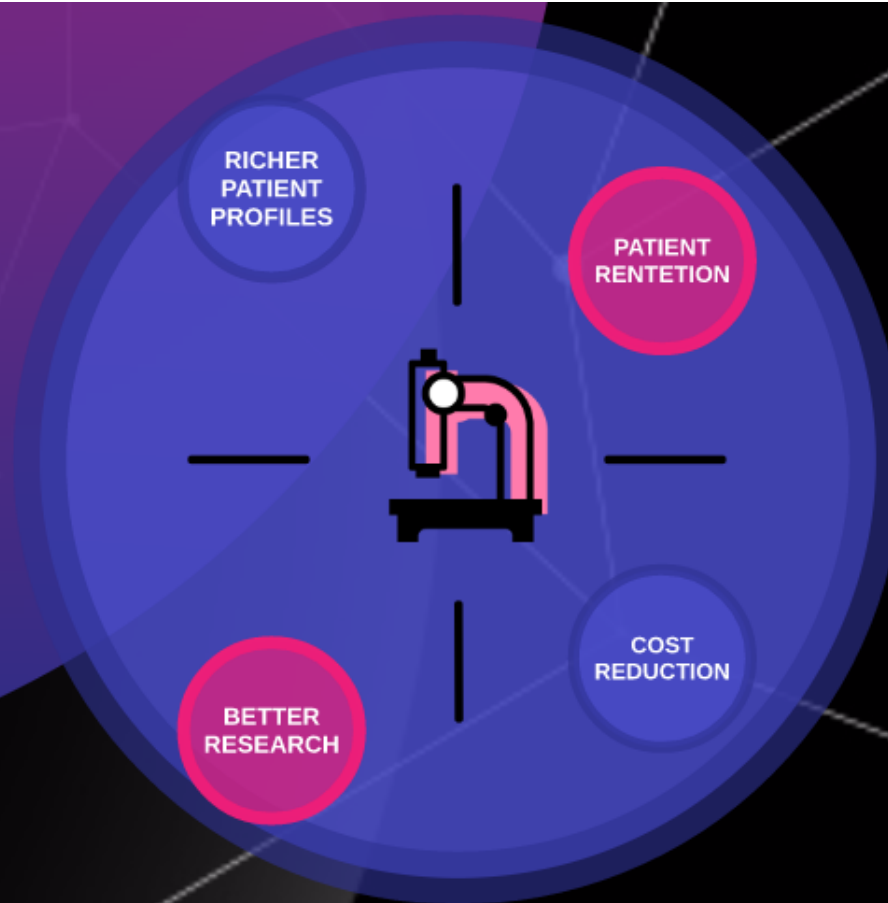
**Digital
Transformation**

**Digital
Adaptation**

PHARMA

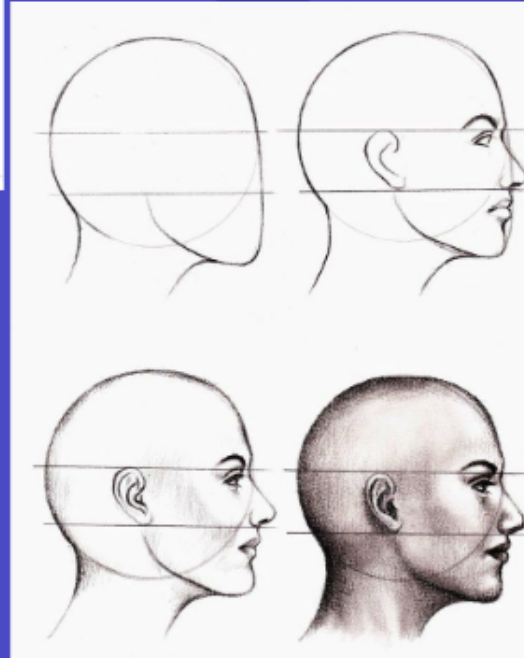


BENEFITS





RICHER PATIENT PROFILES



PATIENT RETENTION



COST REDUCTION



BETTER RESEARCH

Better
Compliance



Better
Data



Better
Results

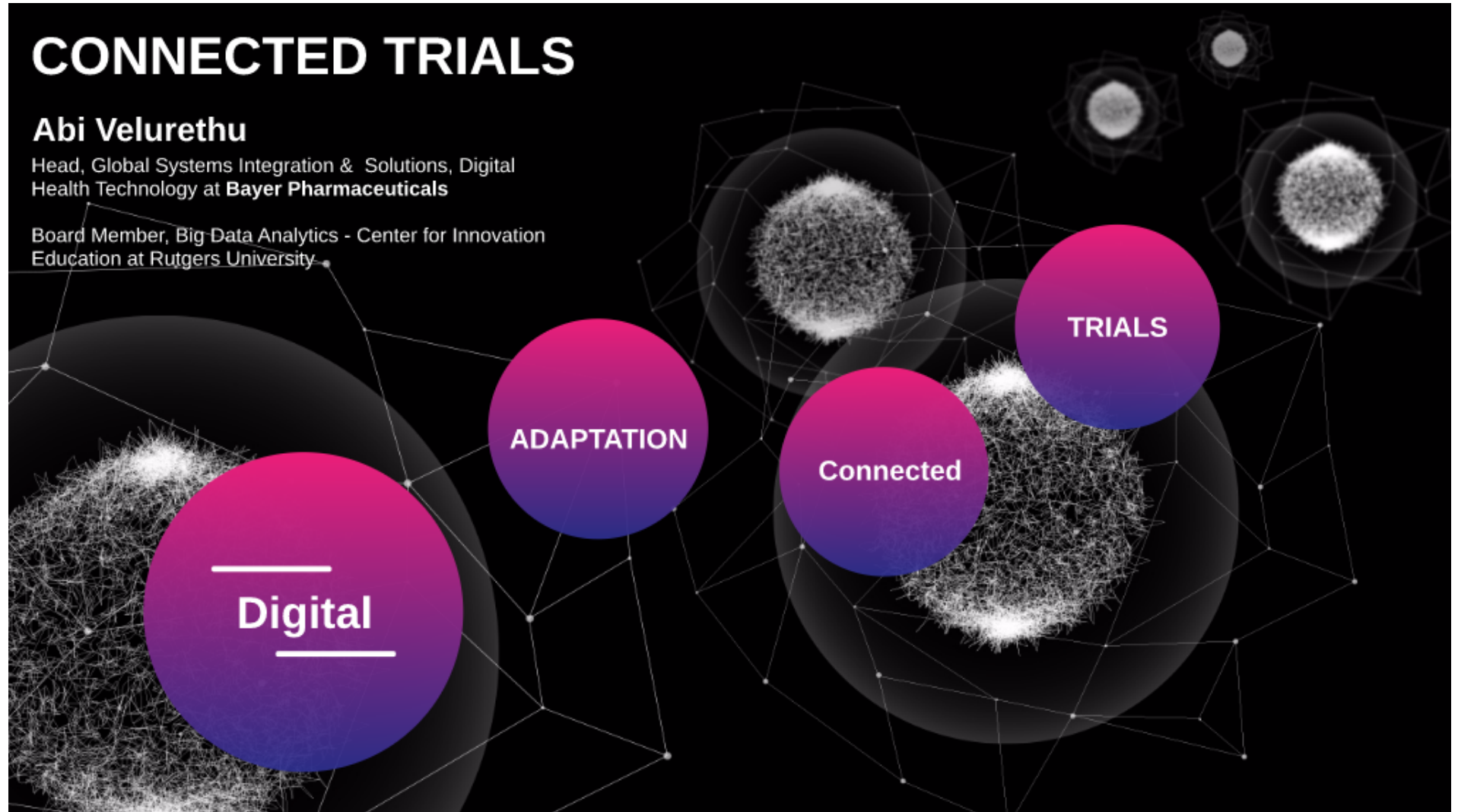


CONNECTED TRIALS

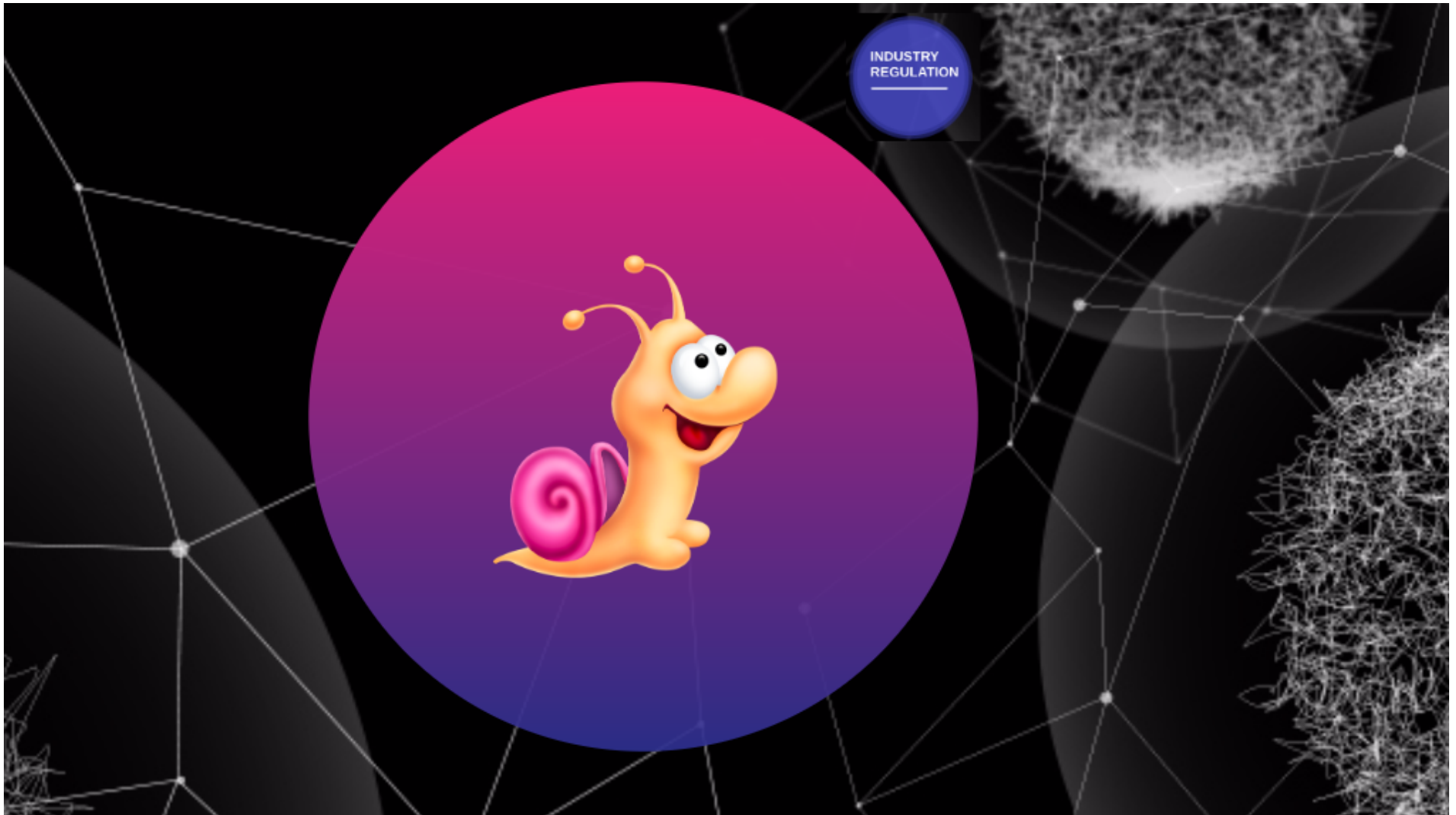
Abi Velurethu

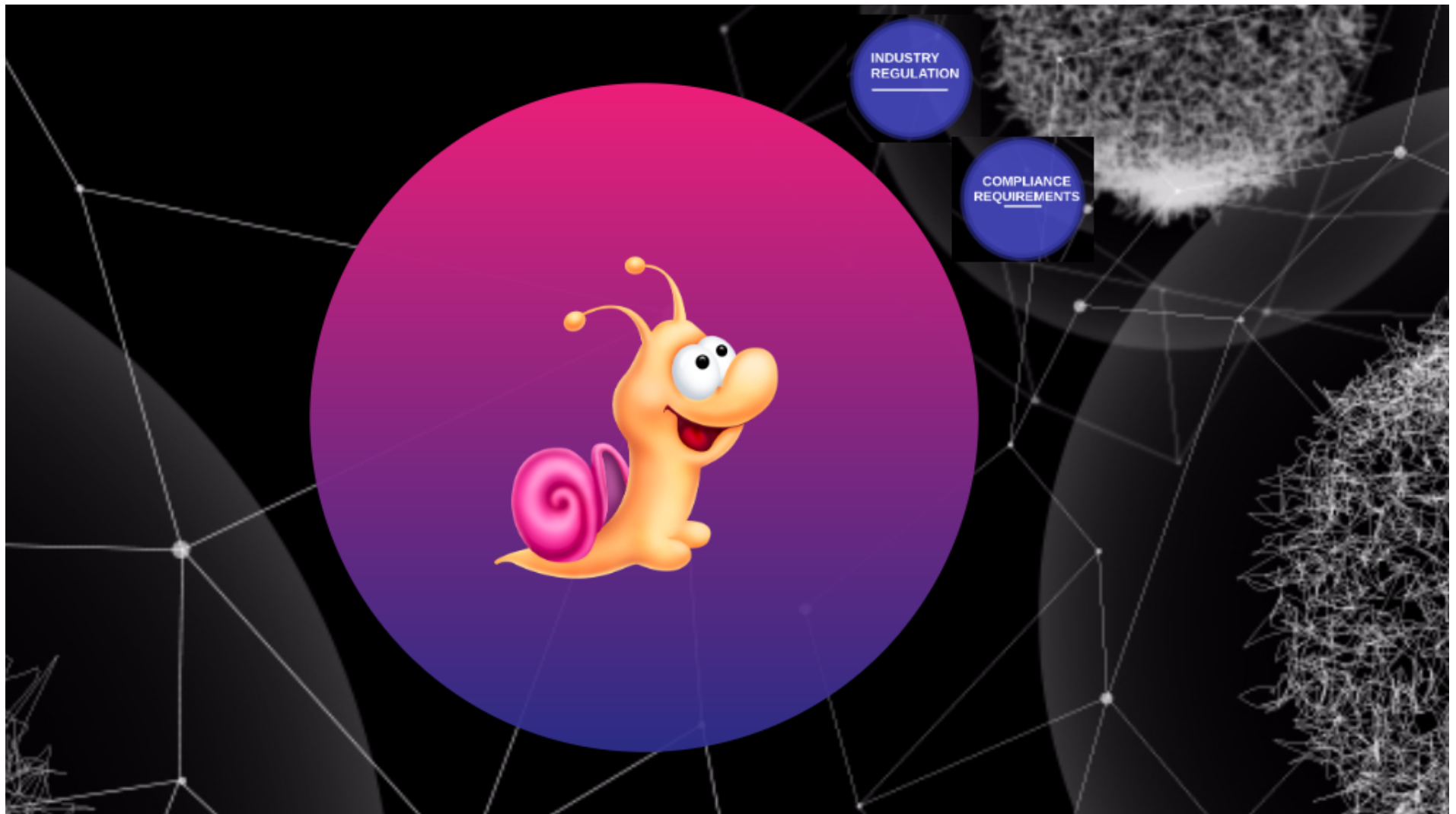
Head, Global Systems Integration & Solutions, Digital Health Technology at **Bayer Pharmaceuticals**

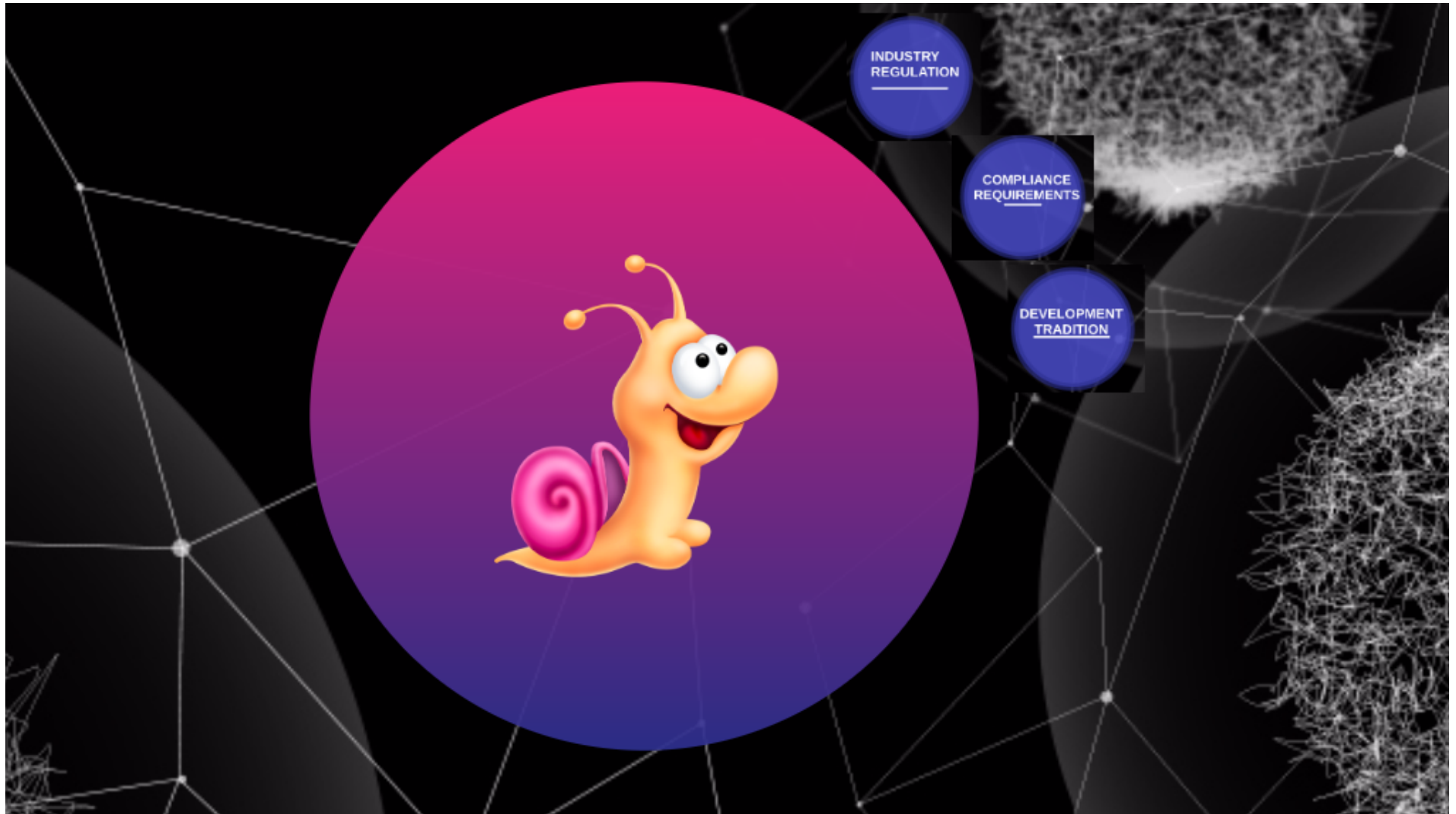
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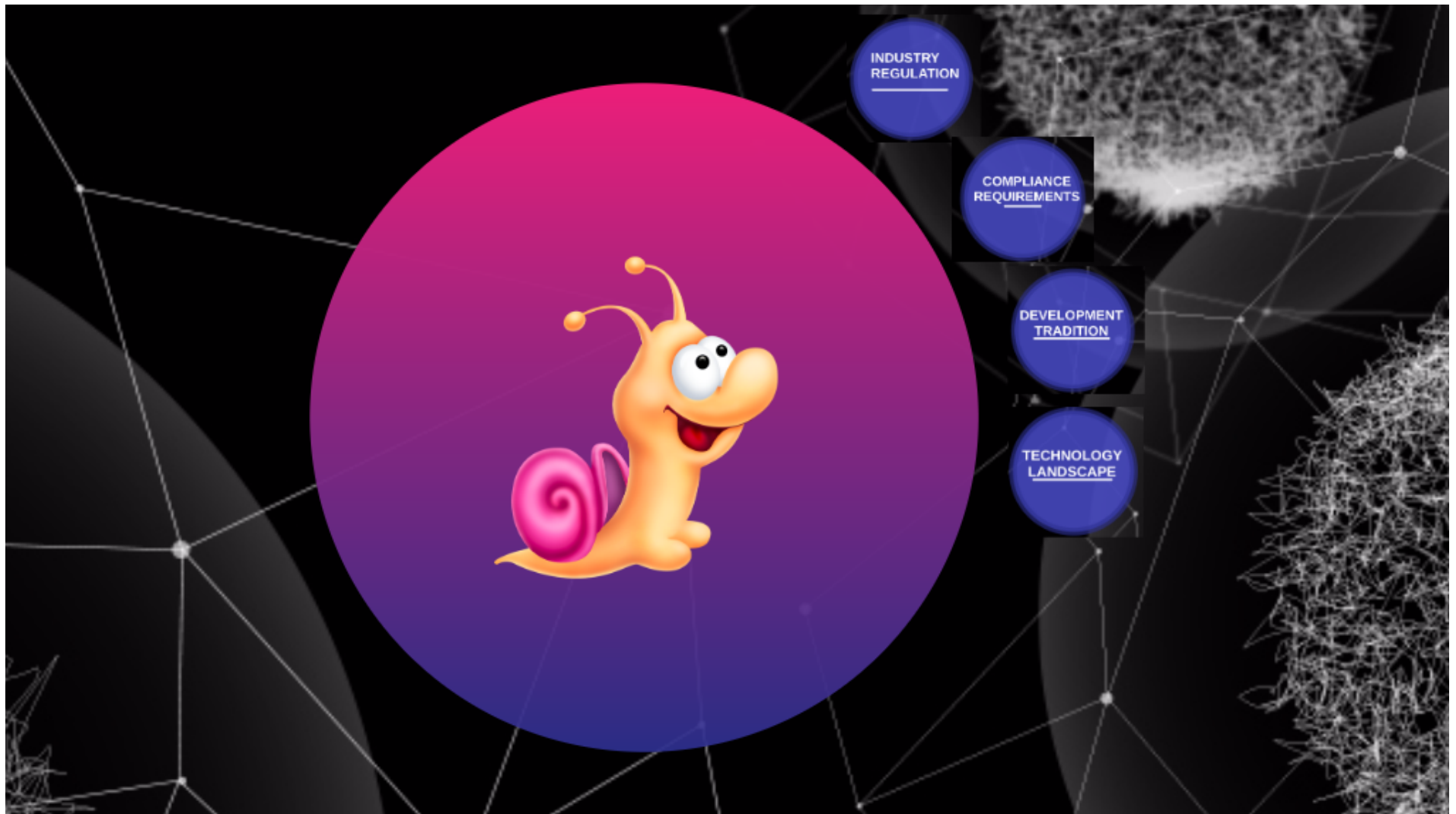


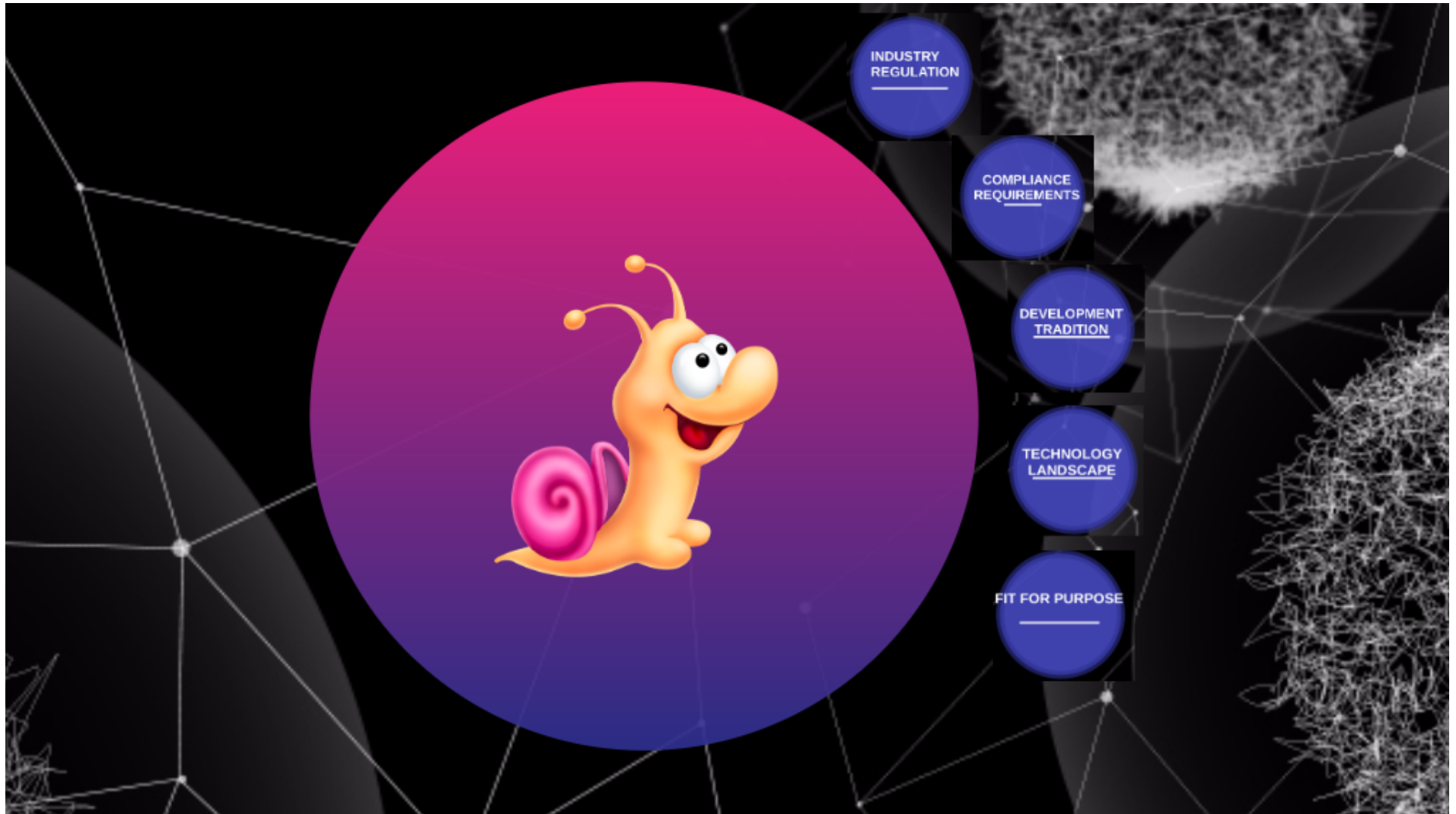


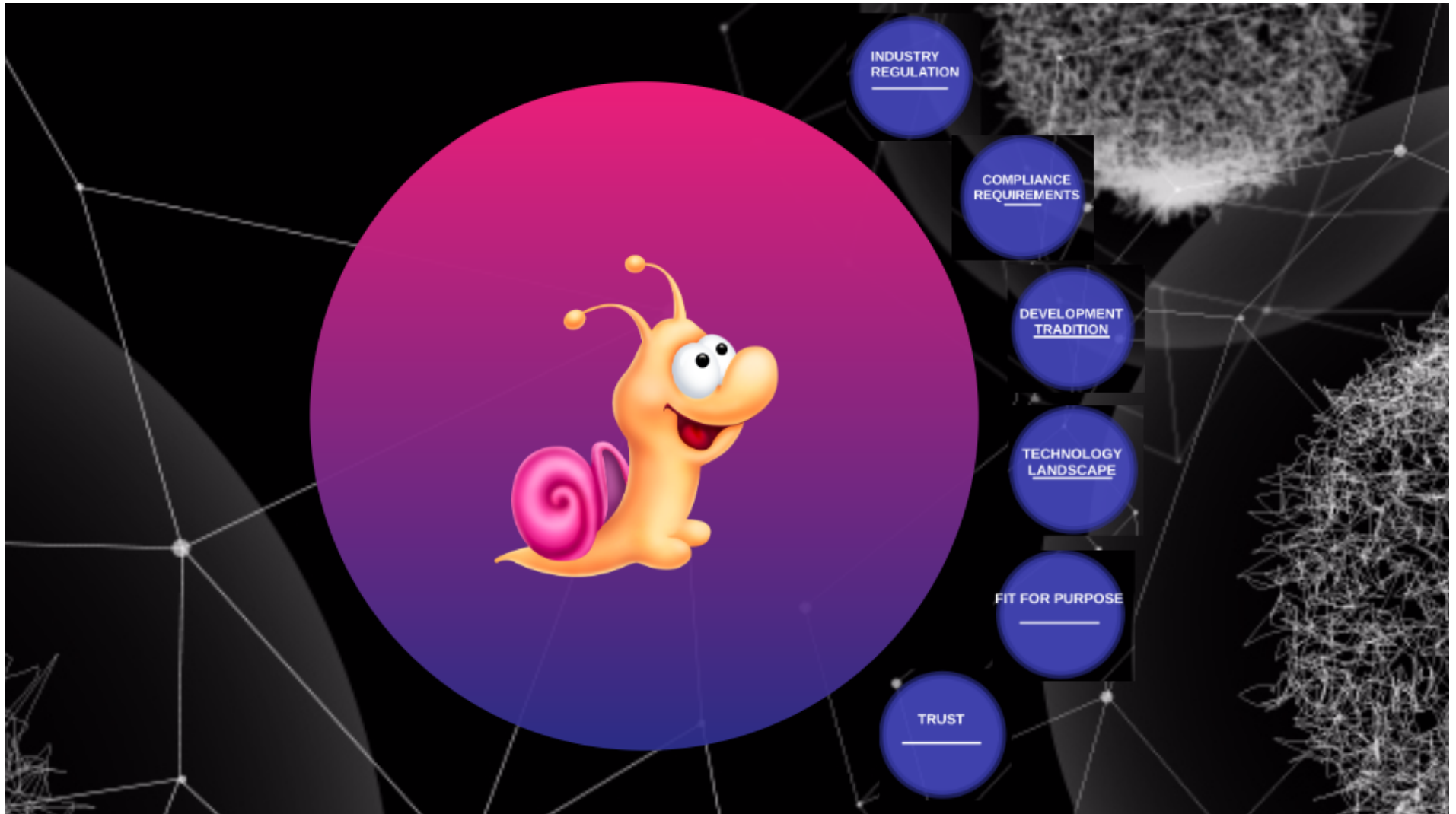










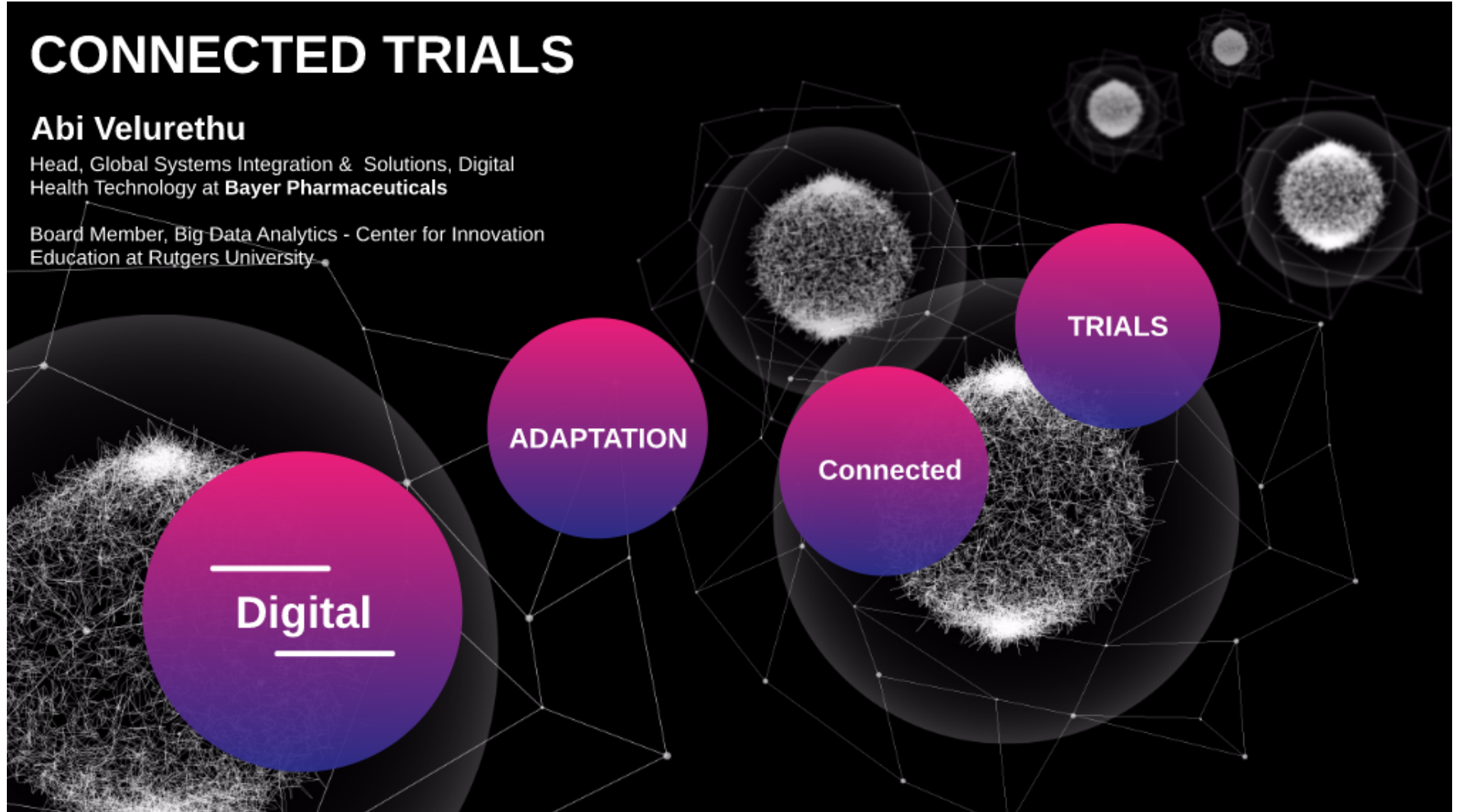


CONNECTED TRIALS

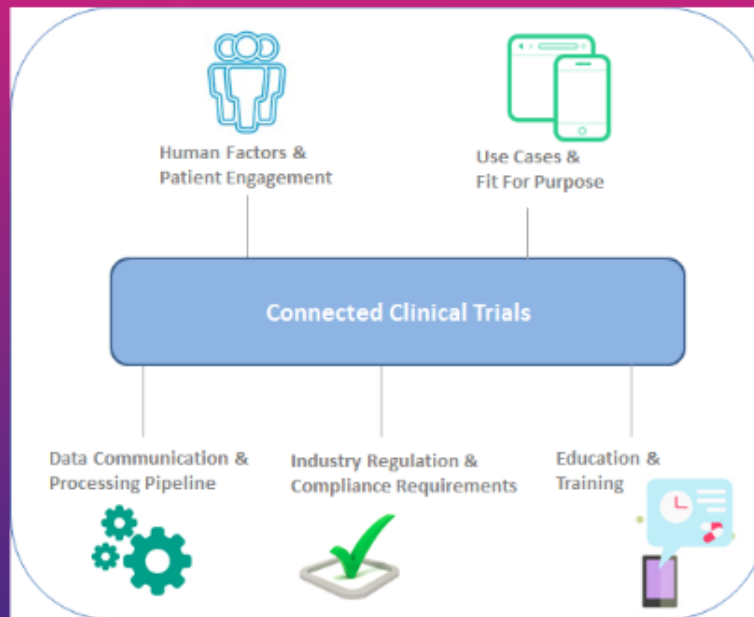
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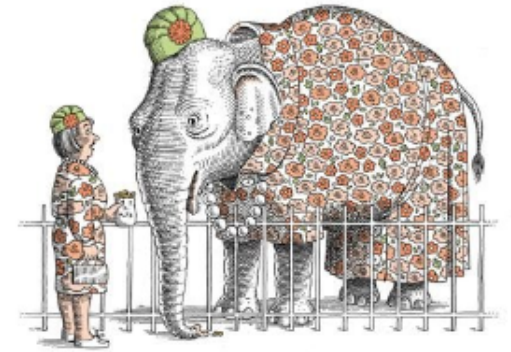


Connected



Human Factors & Patient Engagement

**and most of all,
because
it might be
very
embarrassing.**



Use Cases & Fit For Purpose

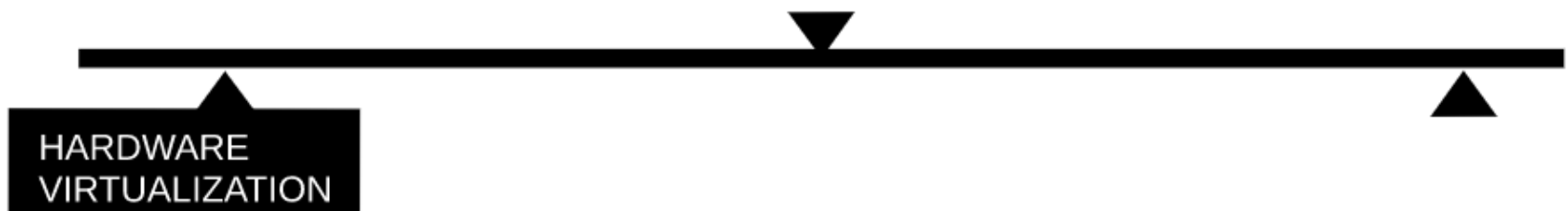


- Identify the unique need for the clinical trial:
- Learn the disease conditions:
- Engage patient advocacy groups:
- Understand the technology involved in the trial:

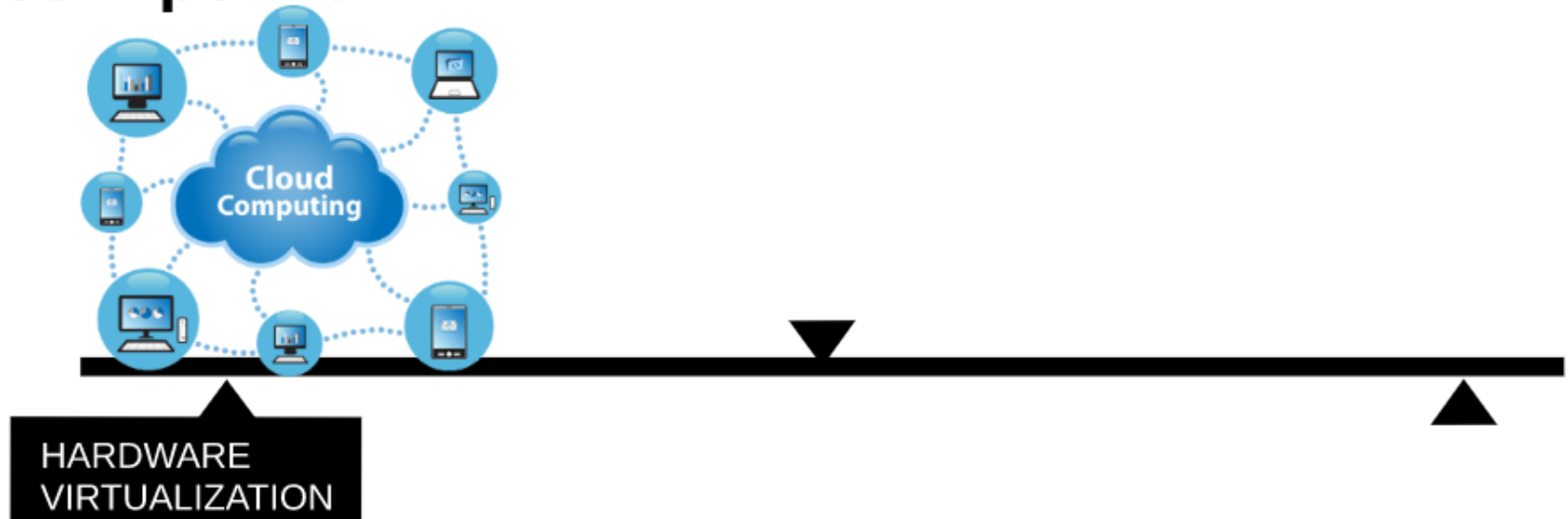
Data Communication & Process Pipeline



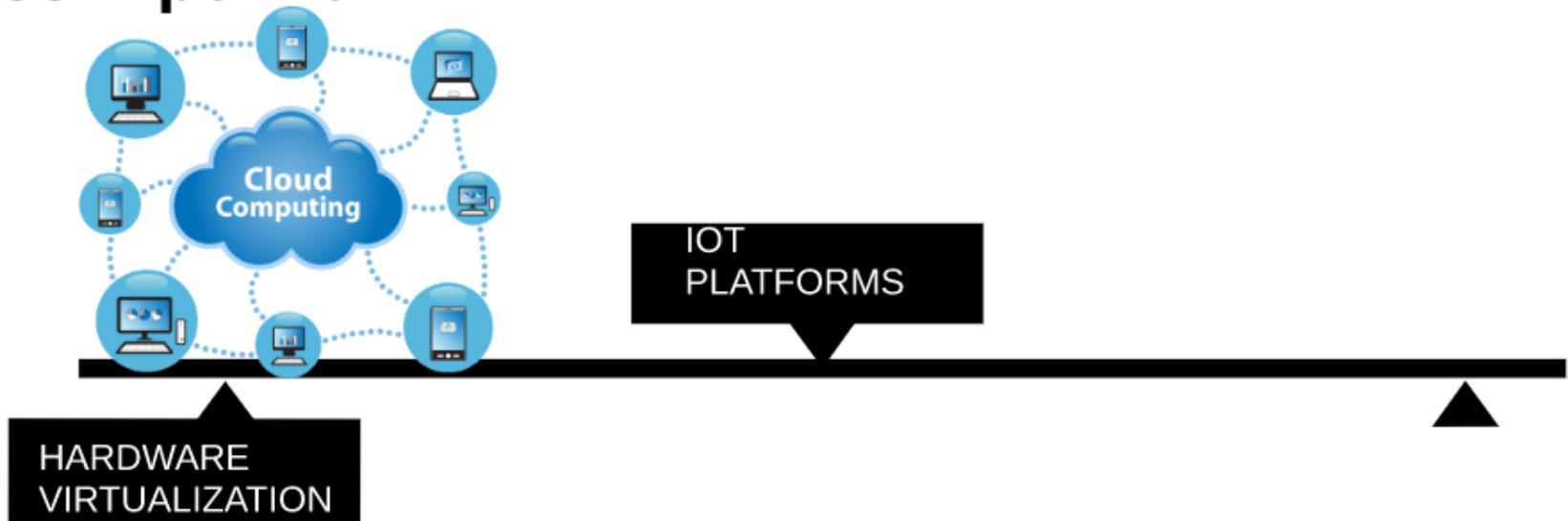
Data Communication & Process Pipeline



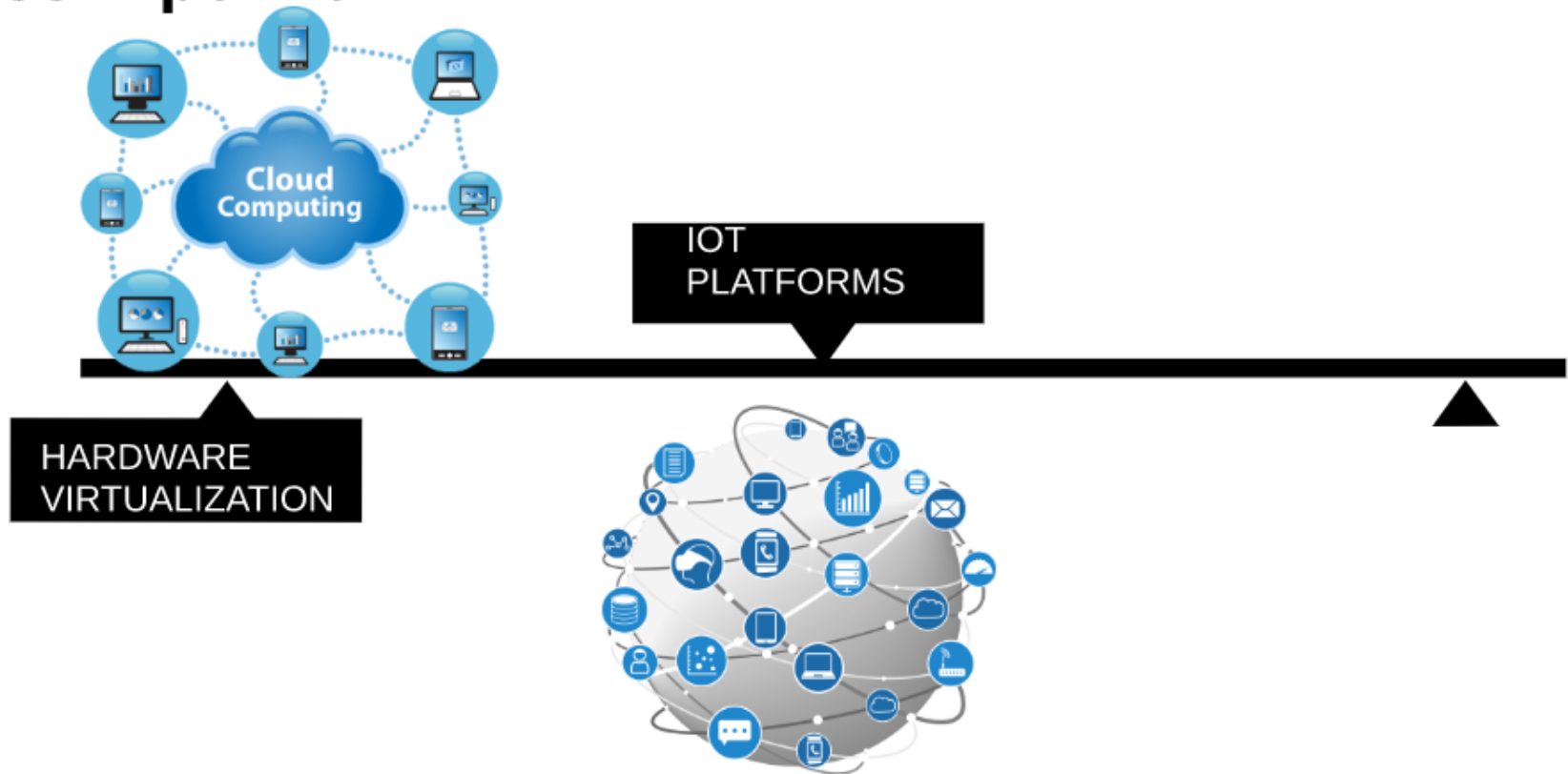
Data Communication & Process Pipeline



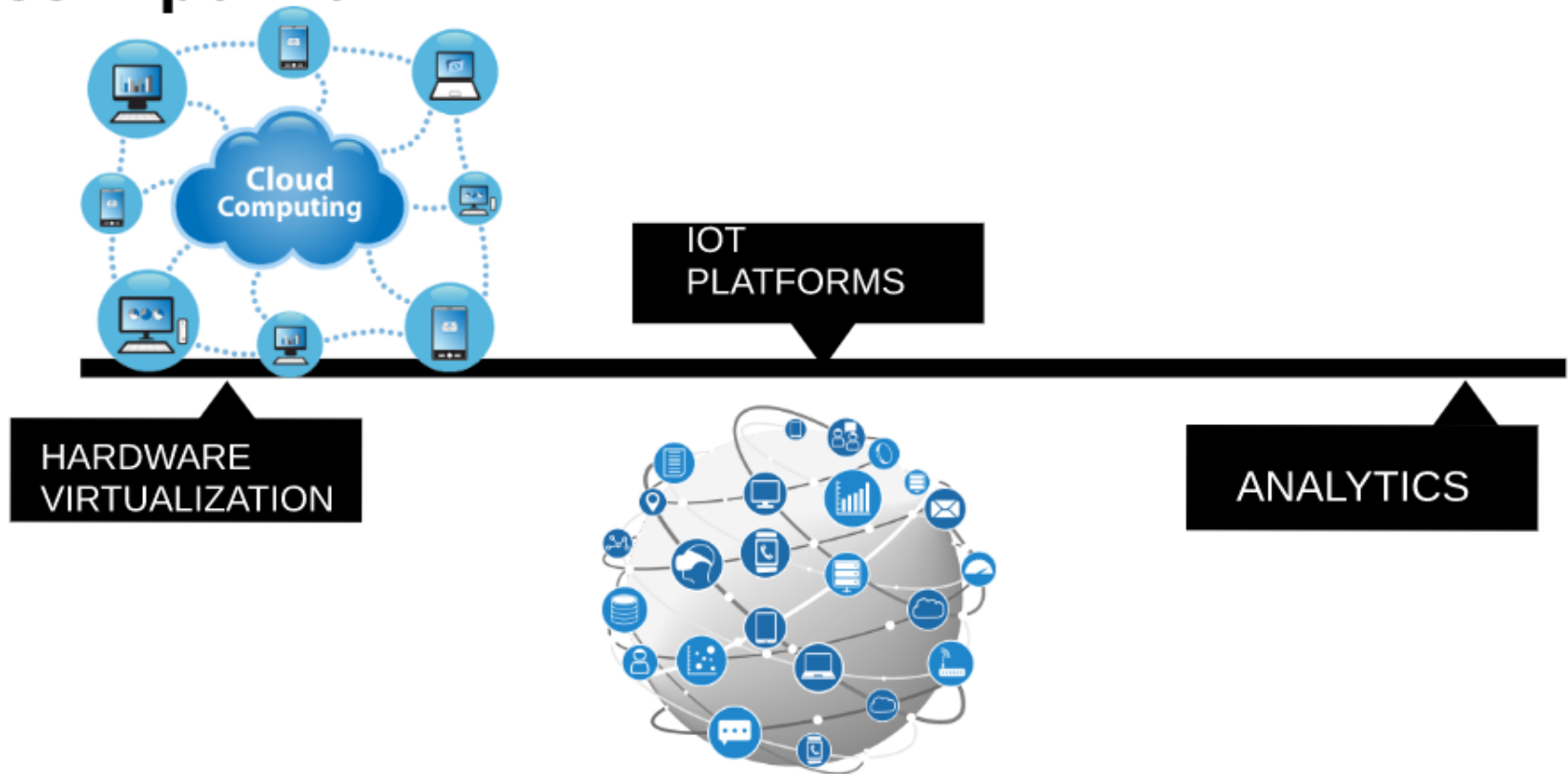
Data Communication & Process Pipeline



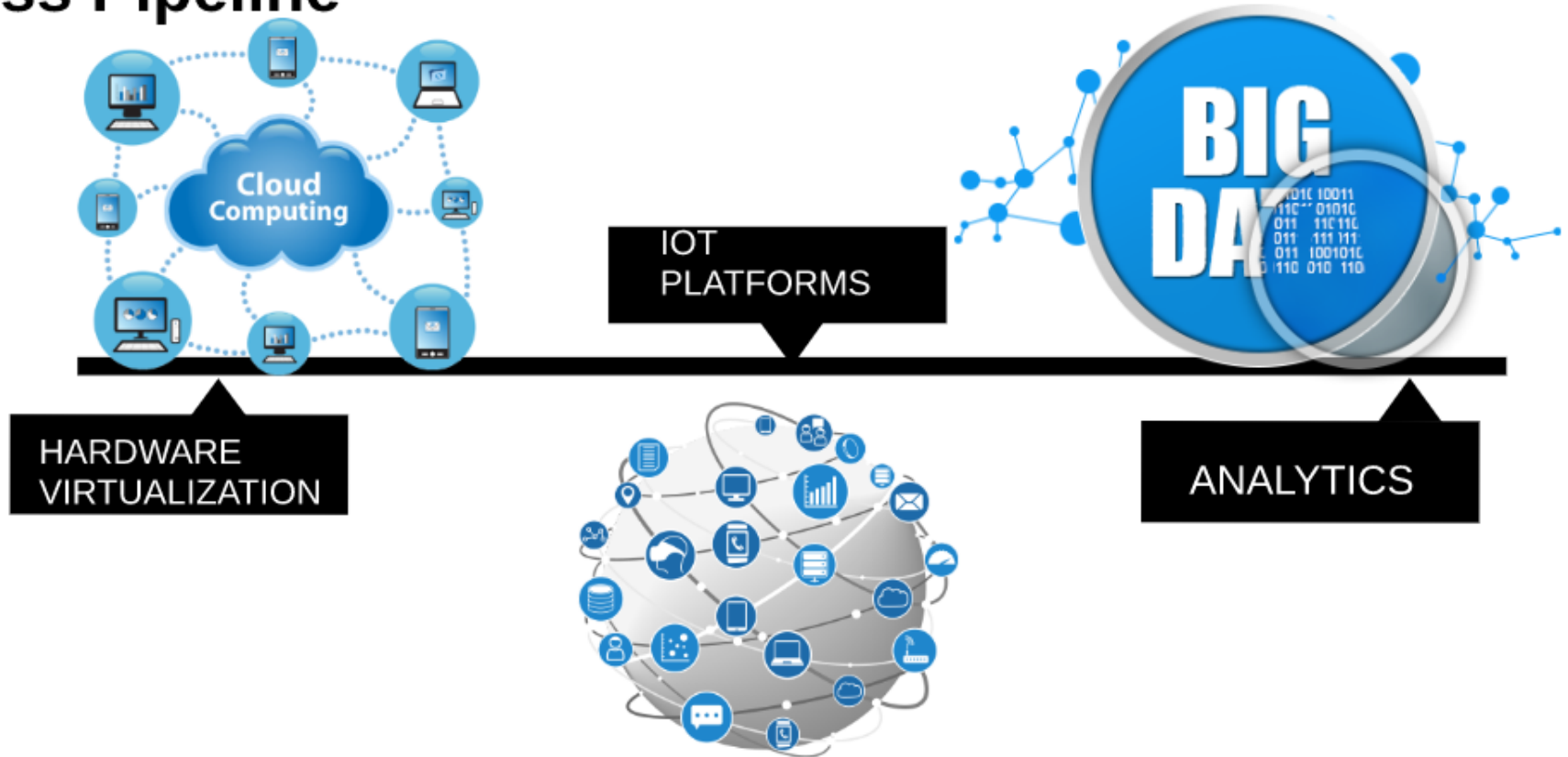
Data Communication & Process Pipeline



Data Communication & Process Pipeline



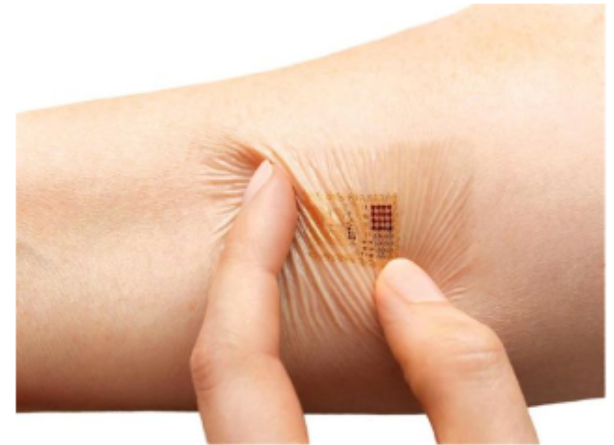
Data Communication & Process Pipeline



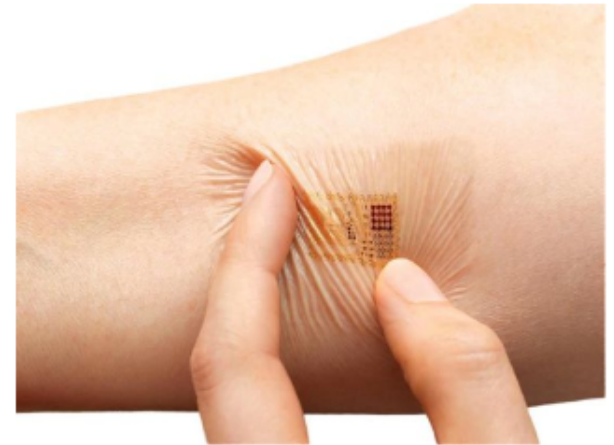
INDUSTRY REGULATIONS & COMPLIANCE REQUIREMENTS



EDUCATION AND TRAININGS FOR CLINICAL TEAMS



EDUCATION AND TRAININGS FOR CLINICAL TEAMS



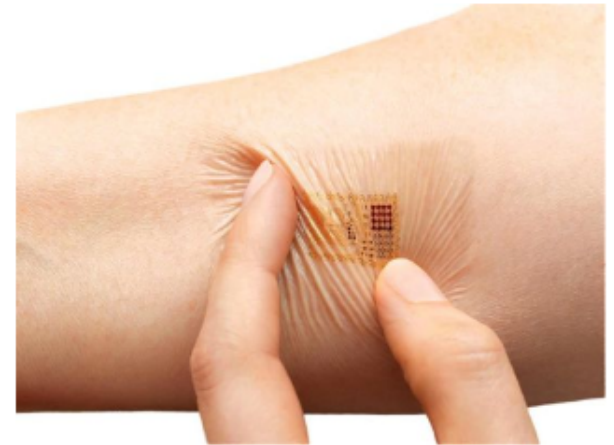
incorrect use of the
mobile devices



EDUCATION AND TRAININGS FOR CLINICAL TEAMS



indication specific
and appropriate
uses



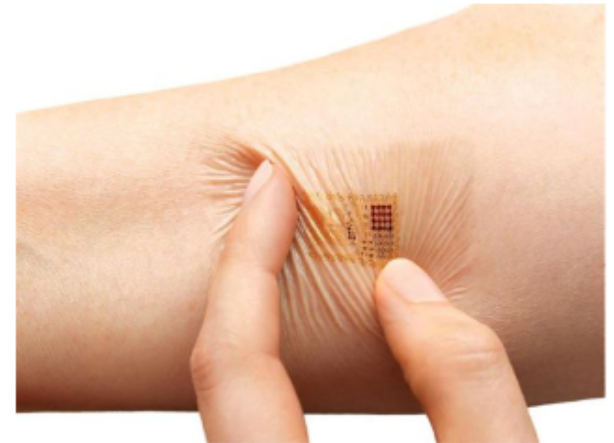
incorrect use of the
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EDUCATION AND TRAININGS FOR CLINICAL TEAMS



indication specific
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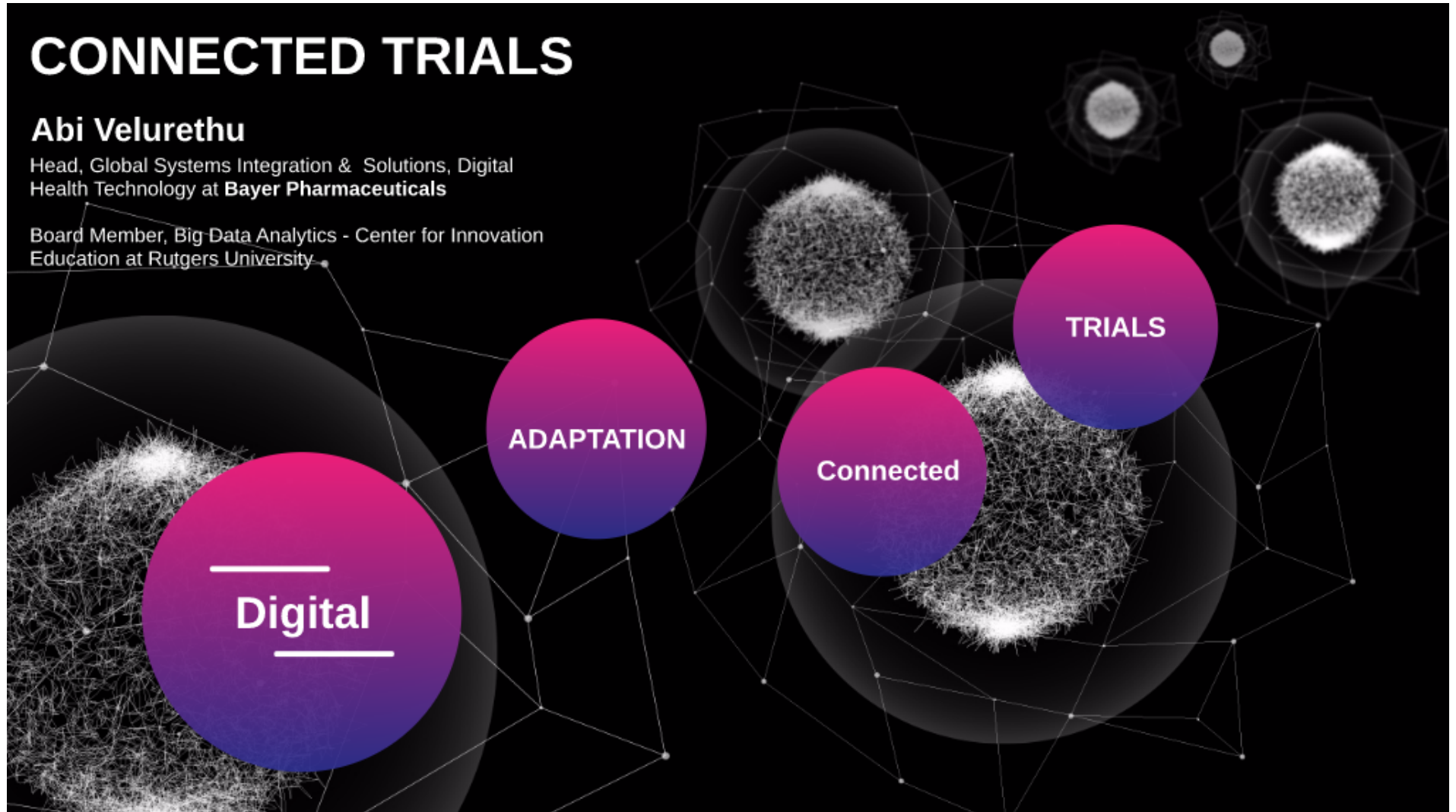
the device care,
tolerance, and
dependence

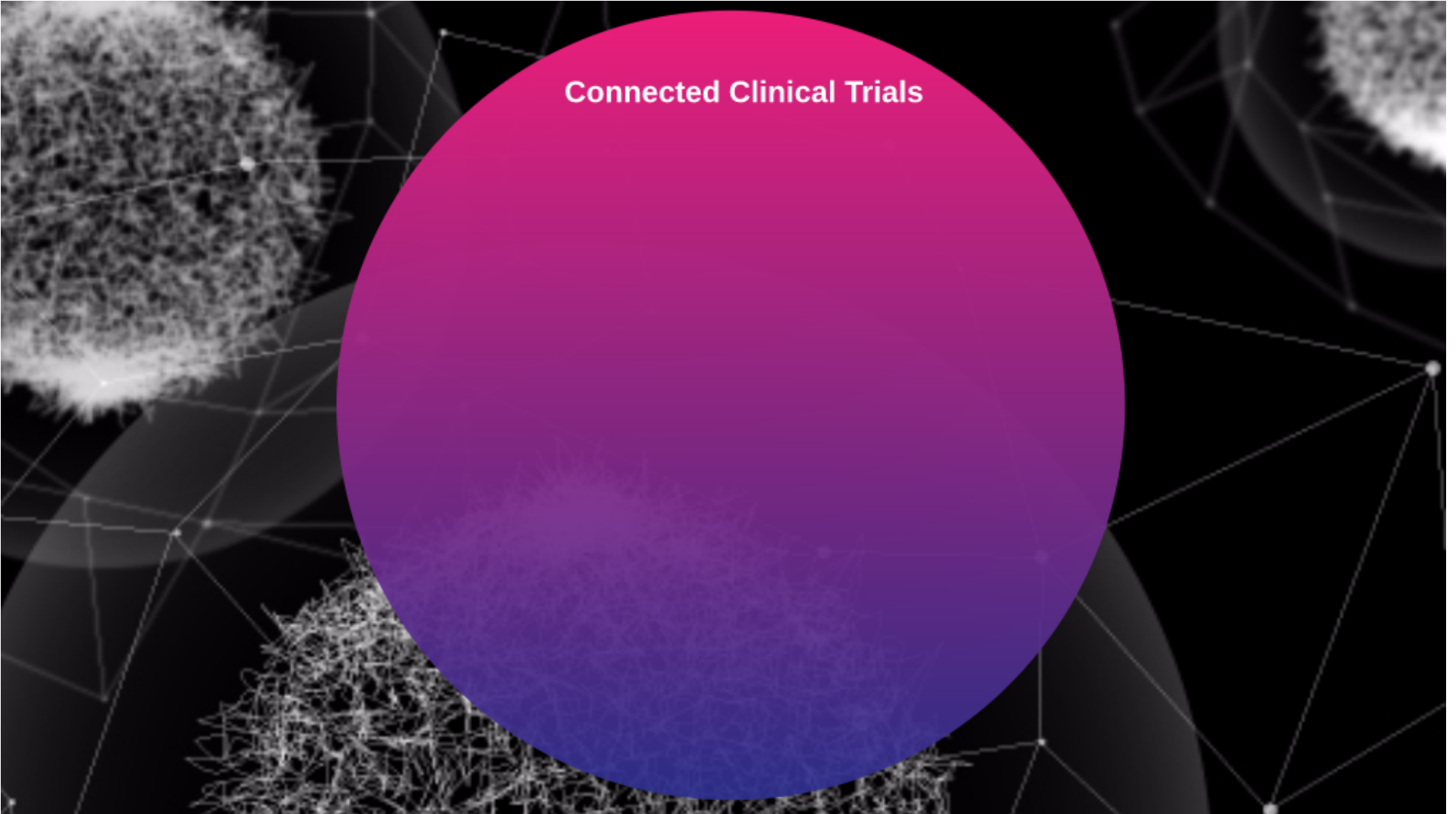
CONNECTED TRIALS

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Connected Clinical Trials



Connected Clinical Trials

DIGITAL ADAPTATION

It isn't a department

Connected Clinical Trials

DIGITAL ADAPTATION

It isn't a department

Nurturing a digital
culture



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DIGITAL ADAPTATION

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Thank You

Contact Information



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